

We Are Original

Filippa Wallestam, Chief Content Officer

#EuropeanStreamingChamp





We are **Nordic** by heart
and Global in mind

Our vision
is to be the European
streaming champion



Our priorities

Customers as #1

Unique Nordic storytelling

Global partnerships



Who are our customers?

Family



Most loyal segment
Watching series, movies
and kids

Family No Kids



Largest segment
Watching higher volumes
of series and movies

Movie Night Crowd



Customers watching
higher volumes of movies

Series Junkie



Most satisfied segment
Watching higher volumes
of series

Why do customers choose Viaplay?



+50%

of all customers sign up for
a specific series/movie



+90%

of sports customers sign up
for a specific sports right



Why do customers stay?

Offering

Ensuring there is always more to stream

Personalization

Facilitating content discovery

Accessibility

Making content available everywhere

#1 in
Nordic
Original
drama



+50 productions
premiered since 2016

+30 productions
to premiere in 2021



Expanding our
storytelling to

International Original drama



8 productions
premiered since 2016

10 productions
to premiere in 2021



Heritage of Nordic unscripted content



+50 productions
to premiere in 2021



Acquired series & movies



+700

series and movies to
premiere in 2021

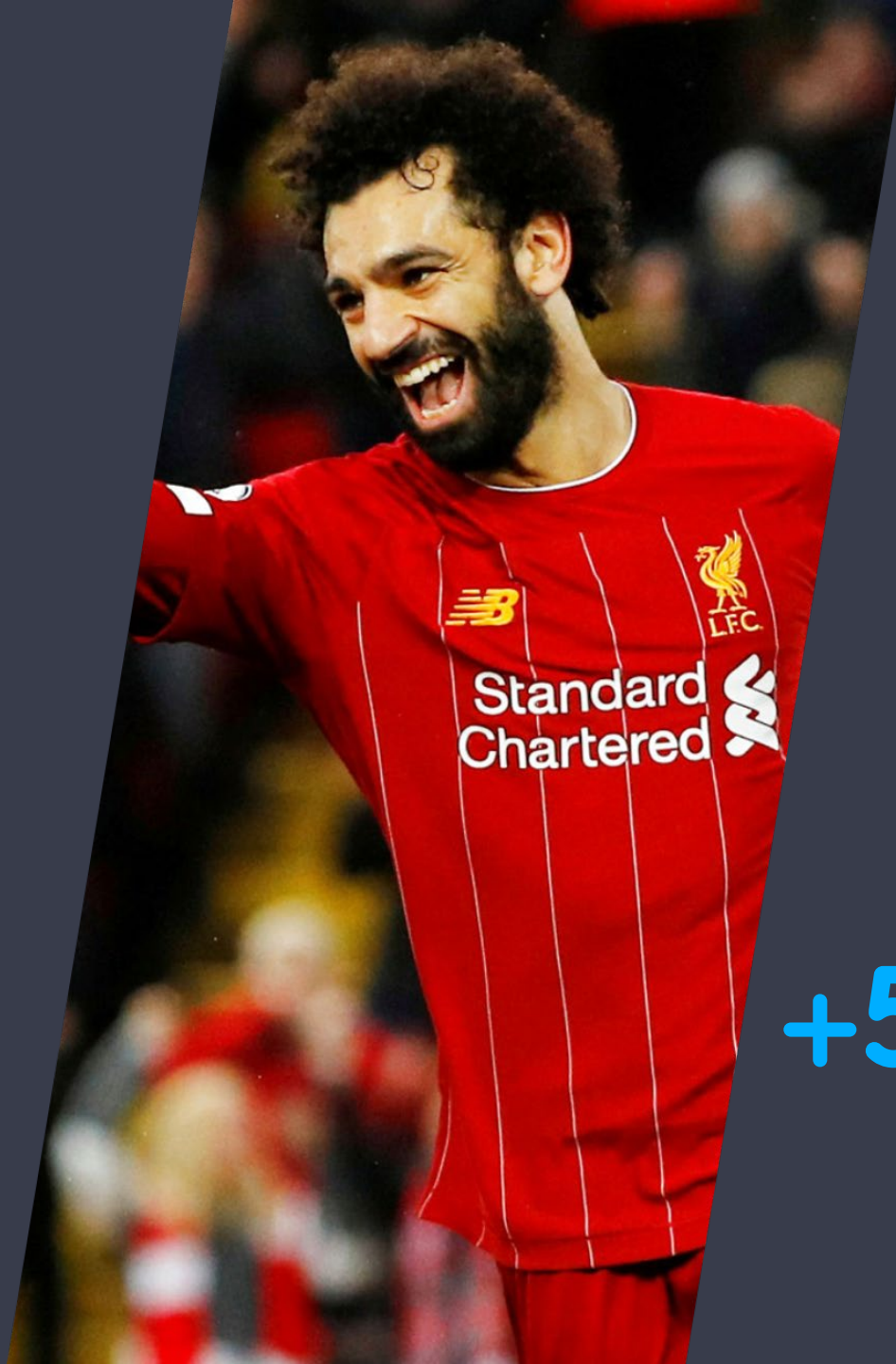


STARZPLAY



Series and
movies through
unique partnership

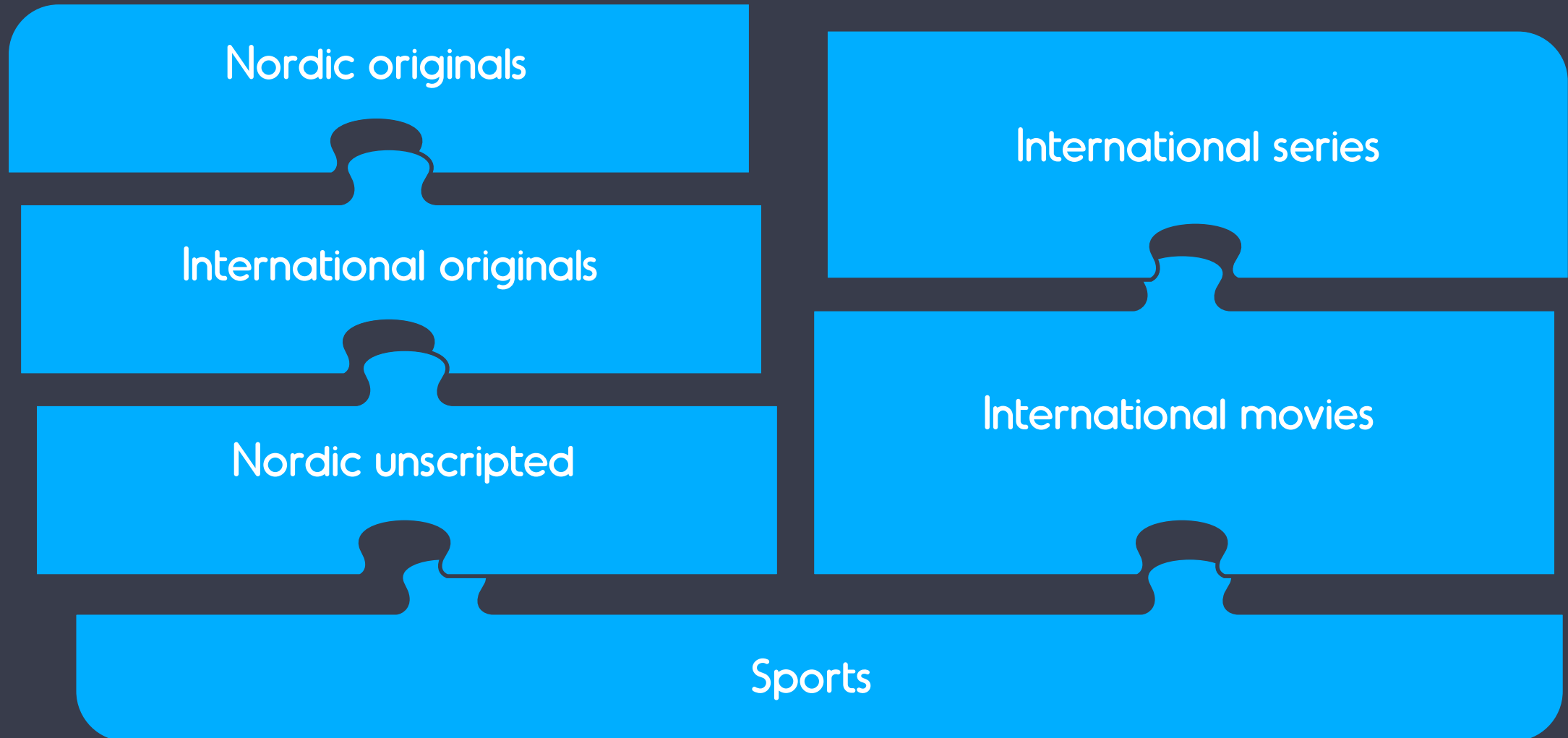
World's best
Sports
with local
coverage



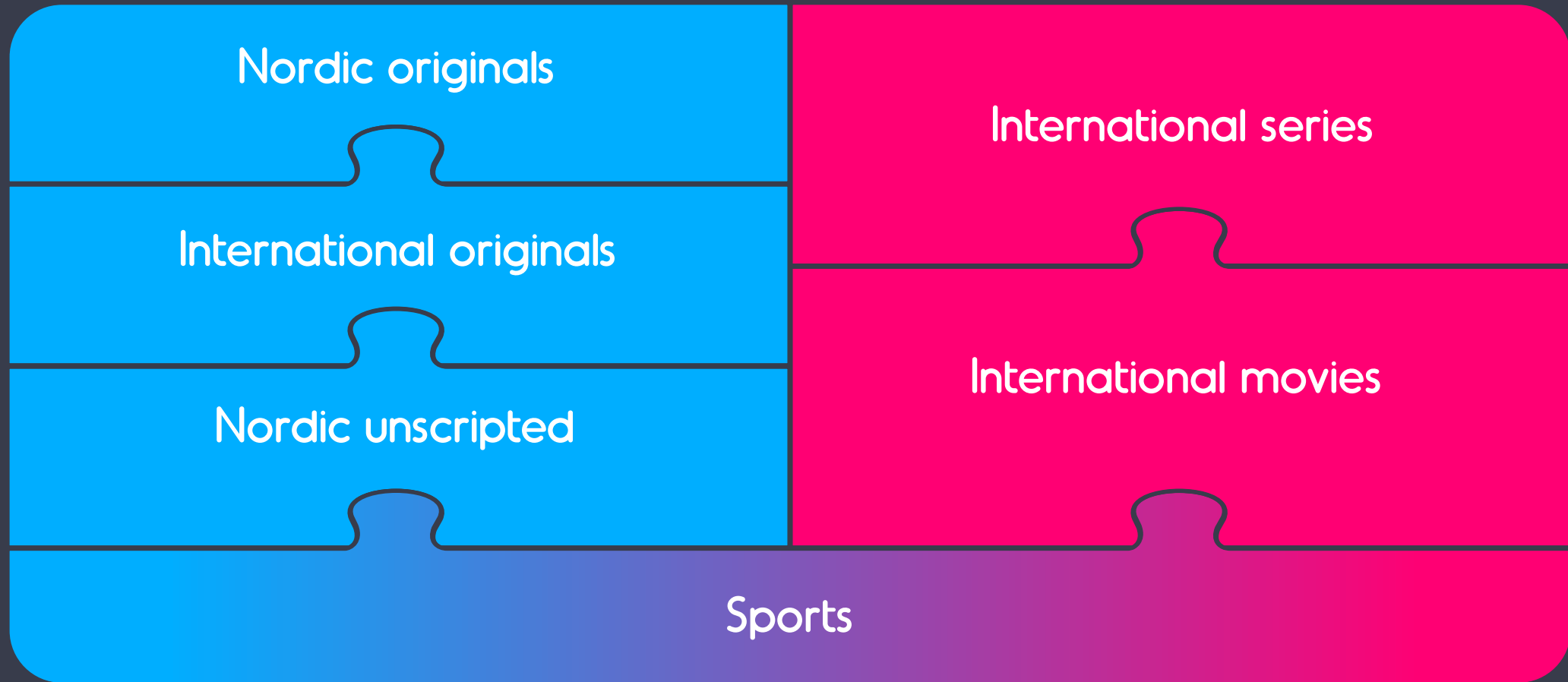
+50,000 hours of
live sports in 2021



Unique combination



Makes us Original





Key takeaways

Customers as #1

Unique Nordic storytelling

Global partnerships



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